

MAY 14 10 16 AM 1964

RECORDING SECTION

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

REGISTRATION No. 1481

SUPPLEMENTAL REGISTRATION STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Months Period Ending March 27, 1964
(Insert date)

1. (a) Name of Registrant. Ruder & Finn, Incorporated

(b) All other names used by Registrant during the period. None

(c) Address of principal office. 130 East 59th Street
New York, N.Y. 10022

(d) Name of person or persons in charge of principal office.
David Finn
William Ruder
Paul B. Zucker

3. If Registrant is a nonbusiness membership organization, state— Inapplicable

(a) Approximate number of members in the United States

(b) Approximate number of members outside the United States

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address
of official

Date connection began

Position, office, or nature
of duties

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address
of official

Date connection ended

Reason for ending
connection

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

<i>Name and address of branch, unit, group, or organization</i>	<i>Nature of connection with Registrant</i>	<i>Name and address of person in charge</i>
Ruder & Finn of Chicago, Inc. 20 North Wacker Drive Chicago, Illinois	Branch office	Harry Hunter

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

<i>Name of branch, unit, group, or organization</i>	<i>Reason operations ceased</i>
None	

6. All persons who at any time during the period were foreign principals of Registrant.

<i>Name and principal address</i>	<i>Is person still a foreign principal of Registrant?</i>	<i>If not, give date connection ended</i>
Government of Israel Investment Authority	Yes	
Japanese External Trade Organization	Yes	

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

See attached Schedule A

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

Public Relations and Institutional Advertising

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
David Finn, 90 Wellington Ave., New Rochelle, N.Y.	None	No
William Ruder, Beverly Road, Rye, N.Y.	None	No
Paul B. Zucker, 129 W. 11 St., New York, N.Y.	None	No
Norman Weissman, 1 Gracie Terrace, New York, N.Y.	None	No
Richard Weiner, 21 Judson Ave., Dobbs Ferry, N.Y.	None	No
Joseph Field, 25 Central Park West, New York, N.Y.	None	No
Don Colen, 97 Wilton Road East, Ridgefield, Conn.	None	No
Alfred G. Paulson, 9-20 166 St., Whitestone, N.Y.	None	No
Frank Saunders, 680 West End Ave., New York, N.Y.	None	No
Leslie A. Nash, 59 Howe Ave., Passaic, N.J.	None	No
Harold B. Rosen, 320 E. 58 St., New York, N.Y.	None	No
Louise S. Ansberry, 50 Sutton Pl. South, New York, N.Y.	None	No
Amos Landman, 251 Central Park West, New York, N.Y.	None	No
Robert L. Mayall, 40 E. 64 St., New York, N.Y.	None	No
Ranko Iwamoto, 945 West End Ave., New York, N.Y.	None	No

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
D. Swing Meyer	Manage a program of public relations for Registrant the purpose of which is to communicate information in the United States about opportunities in and with Japan.	No
Raymond Nathan	Collecting information on matters such as trade policy. Arranging possible speaking engagements	No
Nona Lou Greene	Fashion director and writer	No

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

Date funds received	Name of foreign principal from whom funds received ¹	Purposes for which received ²	Amount received ³
	See attached schedule 1 - Government of Israel Investment Authority		\$14,179.03
	See attached schedule 2 - Japanese External Trade Organization		\$40,611.82

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:

Date funds received	Name of person from whom received ¹	Purposes for which received ²	Amount received ³
	None		

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:

Date payment was made	Name of person to whom payment was made ¹	Purposes for which payment was made ²	Amount of payment ³
	See attached schedule 4 - Japanese External Trade Organization		\$15,982.49
	See attached schedule 5 - Government of Israel Investment Authority		\$1,736.00

¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by
whom delivered

Number of speeches, lectures,
and talks delivered

Number of radio broadcasts
delivered

None

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

(1) Press releases X	(8) Circulars X	(15) Lantern slides
(2) News bulletins	(9) Form letters X	(16) Still pictures X
(3) Newspapers	(10) Reprints	(17) Posters
(4) Articles	(11) Copies of speeches, lec- tures, talks, or radio broadcasts	(18) Photographs X
(5) Books	(12) Radio programs	(19) Charts
(6) Magazines	(13) Radio scripts	(20) Maps
(7) Pamphlets	(14) Moving pictures	(21) Other publications

- (c) Preparation and distribution of publications referred to in answer to (b) above.

Description of
publication

By whom written, edited,
or prepared

By whom printed, produced,
or published

By whom
distributed

See attached Schedule 6 - Government of Israel Investment Authority

See attached Schedule 7 - Japanese External Trade Organization

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Yes

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Yes

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Yes

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

<i>Name of organization or combination</i>	<i>Nature of changes during period in Registrant's ownership or other pecuniary interest</i>	<i>Nature of changes during period in any direction or control exercised by Registrant</i>
Ruder, Finn & Fisher, Inc.	Registrant became owner of two-thirds interest in organization	--
Ruder, Finn & Fujita, Inc.	Registrant became owner of 70% interest in organization	--
Ruder & Finn of Washington, D.C., Inc.	Registrant became owner of 100% interest in organization	--
Ruder & Finn of Chicago, Inc.	Registrant became owner of 100% interest in organization	--

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

None

- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

None

14. File the following exhibits with this statement:

Short Form Registration Statement - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

- (a) All partners, officers, directors, and similar officials of Registrant.
- (b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

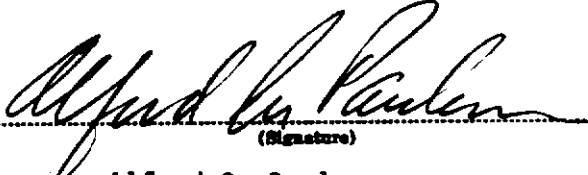
Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)


(Signature)
Alfred G. Paulson

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

(Signature)

Subscribed and sworn to before me at

New York City

this

11th

day of

May

1966


(Signature of notary or other officer)

My commission expires EUGENE A. DONOHUE, 19____
NOTARY PUBLIC, State of New York
No. 24-6070500
Qualified in Kings County
Commission Expires March 30, 1966

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7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

REGISTRATION SECTION

A. In addition to the preparation and dissemination of news releases, writing letters and general public relations counseling, activities for the Government of Israel Investment Authority for the six months ended March 27, 1964 consisted of:

1. Development of major articles in leading business, financial and trade publications regarding Israel's economic and industrial progress.
2. Special projects to present investment and trade opportunities in Israel - luncheon meetings and seminars in Chicago and Philadelphia in which GIIA officials participated. These projects included speech writing and follow-up letters.
3. Special publicity for visits of Israeli government officials to U.S.
4. Working with GIIA and Israel Trade Commission to publicize visits to U.S. of Israeli manufacturers and trade officials.
5. Dissemination of news releases to leading daily newspapers and Anglo-Jewish press.

B. For the Japanese External Trade Organization, in addition to news releases, newsletters and general public relations counseling, we undertook the following major special projects:

1. Publicity in connection with Japan Pavilion at World's Fair.
2. 10th annual New York Japan Camera Show.
3. Dental Instruments Show at Japan Trade Center.
4. Boston Japan Camera Show.
5. Promotion of Business Seminar Tour to Japan.
6. Speeches before several educational and community groups in Eastern and Midwestern states.
7. Japan Handicrafts Show.
8. Japan Fancy Foods Show.
9. Japan Damask Christmas Promotion.

RECEIVED
DEPARTMENT OF JUSTICE

MAY 14 10 17 AM 1964 AMOUNTS RECEIVED FROM THE
GOVERNMENT OF ISRAEL INVESTMENT AUTHORITY
FOR THE SIX MONTHS ENDED MARCH 27, 1964
REGISTRATION SECTION

Question 10 (a)
Schedule 1

<u>Date Funds Received</u>	<u>Name of Foreign Principal From Whom Funds Received</u>	<u>Purpose</u>	<u>Amount</u>
10/10/63	Treasury-State of Israel	Expenses	\$ 701.52
10/10/63	" " " "	Fee	2,000.00
11/11/63	" " " "	Expenses	61.65
11/26/63	" " " "	Expenses	281.70
11/26/63	" " " "	Fee	2,000.00
12/12/63	" " " "	Expenses	302.92
12/12/63	" " " "	Fee	2,000.00
1/21/64	" " " "	Fee	2,000.00
1/29/64	" " " "	Expenses	503.36
2/12/64	" " " "	Fee	2,000.00
3/10/64	" " " "	Fee	2,000.00
3/12/64	" " " "	Expenses	168.32
3/25/64	" " " "	Expenses	159.56
			<u>\$14,179.03</u> =====

AMOUNTS RECEIVED FROM
JAPANESE EXTERNAL TRADE ORGANIZATION
FOR THE SIX MONTHS ENDED MARCH 27, 1964

Question 10 (a)
Schedule 2

<u>Date Funds Received</u>	<u>Name of Foreign Principal From Whom Funds Received</u>	<u>Purpose</u>	<u>Amount</u>
10/9/63	Japanese External Trade Org.	Fee	\$4,000.00
10/18/63	" " " "	Expenses	386.74
10/30/63	" " " "	Expenses	363.71
11/6/63	" " " "	Fee	4,000.00
11/21/63	" " " "	Expenses	718.54
12/6/63	" " " "	Fee	4,000.00
12/9/63	" " " "	Expenses	3,070.62
12/13/63	" " " "	Expenses	1,581.18
1/15/64	" " " "	Fee	4,000.00
1/15/64	" " " "	Expenses	92.44
1/20/64	" " " "	Expenses	2,971.93
2/6/64	" " " "	Fee	4,000.00
2/27/64	" " " "	Expenses	1,990.15
3/9/64	" " " "	Fee	4,000.00
3/9/64	" " " "	Expenses	707.78
3/19/64	" " " "	Expenses	4,044.28
3/27/64	" " " "	Expenses	684.45
			<u>\$40,611.82</u> =====

RUDER & FINN, INCORPORATED
 SCHEDULE OF EXPENSES ON BEHALF OF
 JAPANESE EXTERNAL TRADE ORGANIZATION
 FOR SIX MONTHS PERIOD 9/27/63 - 3/27/64

<u>DATE</u>	<u>VENDOR</u>	<u>DESCRIPTION OF WORK</u>	<u>AMOUNT</u>
Various	Gotham Vladimir Advertising	Advertising in newspapers and on radio	4,148.10
12/5/63	Photographic Illustrated	Photographs and photography services	2,971.93
Various	Ruder, Finn & Fujita, Inc.	Printing and art charges	1,657.38
Various	Public Relations Production Co.	Reproduction, printing, addressing, mailing, etc.	973.07
Various	Fleet Messenger Service	Messenger service	191.72
Various	Burrelle's Press Clipping Service	Clipping services	345.81
Various	N. Y. Telephone Co.	Telephone calls	342.80
Various	Postmaster of New York	Postage	136.49
8/31/64	Overseas Courier Service	Subscriptions	126.67
8/9/64	Japan Design Center	Photographs	12.35
Various	Norman Weissman	Out-of-pocket expenses, cabs, magazines, etc.	292.50
10/1/63	Sales Management	Subscription	12.00
10/11/63	Nippon Express	Express charges	60.00
9/12/63	Belford Co.	Stationery	49.82
1/18/64	Terashima Design Institute	Designing of slides	60.00
10/22/63	Dun & Bradstreet	Subscription	30.00
Various	Amos Landman	Out-of-pocket expenses, cabs, magazines, etc.	92.26
10/14/63	Raymond Nathan	Out-of-pocket expenses, cabs, magazines, etc.	7.95
Various	Ranko Iwamoto	Out-of-pocket expenses, cabs, magazines, etc.	59.55
9/30/63	Railway Express	Express charges	4.00
10/11/63	Longchamps Restaurant	Restaurant charges - Weissman	9.09
Various	Robert Mayall	Out-of-pocket expenses, cabs, magazines, etc.	363.27
Various	Saito Restaurant	Various business luncheons	164.54
9/9/63	Edgewater Hotel	Accommodations - Amos Landman	31.62
10/15/63	United Press International	Photography services	67.60
10/8/63	Wide World Photos	Photographs	49.97
9/9/63	Standard Radio Corp.	Radio for prize	87.36

<u>DATE</u>	<u>VENDOR</u>	<u>DESCRIPTION OF WORK</u>	<u>AMOUNT</u>
10/7/63	Savarin Resaurant	Business luncheons	16.56
9/30/63	McGraw Hill Book Co.	Books	14.99
Various	Diners' Club, Inc.	Charges for various luncheons	39.00
10/1/63	Hide Restaurant	Luncheon	9.75
9/6/63	Harpers Magazine	Subscription	3.87
10/1/63	Fortune	Subscription	10.00
10/21/63	Lenscraft Photographers	Photographic services	61.00
Various	PR Newswire	News release	20.00
9/30/63	Careers Gift Shop	Film	1.90
Various	Avis Photoprints	Photostats	242.53
1/14/63	APS, Inc.	News releases	122.00
12/12/63	Nona Lou Greene	Public relations services and out-of-pocket expenses	607.63
1/10/64	Planned Communications Services	News release	400.00
12/12/63	WQXR	Radio advertising	637.50
12/19/63	Photographic Illustrators	Photographs	18.96
12/12/63	Hot Press Co., Inc.	Display cards	10.00
Various	Western Union	Book telegram messages	148.81
12/2/63	Journal of Commerce	Newspapers	1.00
1/11/64	Foreign Affairs	Subscription	6.00
11/19/63	Time Magazine	Subscription	8.00
12/6/63	Japan Society, Inc.	Publication	12.00
11/1/63	Publicity, Inc.	Publicity services in Boston for Camera Show	930.75
11/15/63	Advertising Age	Subscription	5.00
12/2/63	Public Relations Journal	Subscription	7.50
12/2/63	AN BEE Printing & Stationery	Stationery	6.59
11/8/63	The Sutton Press	Invitations and envelopes	60.32
11/4/63	Taylor Carlisles' Book Store	Book	9.07
Various	Customlab	Photographs and prints	57.72
10/8/63	Eastern Airlines	Travel-Boston/N. Y. - Weissman	24.00
10/28/63	Ichiro Nakagawa	Photographic services	33.65
10/7/63	Committee for Economic Development	Membership dues	15.00
11/27/63	Royal McBee Corp.	Keysort cards and supplies	54.02
12/21/63	Slide-O-Chrome Corp.	Negatives and prints	39.52

			\$15,982.49

RUDER & FINN, INCORPORATED
SCHEDULE OF EXPENSES ON BEHALF OF
GOVERNMENT OF ISRAEL INVESTMENT AUTHORITY
FOR SIX MONTHS PERIOD 9/27/64 - 3/27/64

<u>DATE</u>	<u>VENDOR NAME</u>	<u>DESCRIPTION OF WORK DONE</u>	<u>AMOUNT</u>
Various	Public Relations Production Co.	Reproductions, printing, addressing, mailing, etc.	\$ 506.55
Various	Fleet Messenger Service	Messenger service	60.52
Various	Avis Photoprints	Photostats	76.14
Various	N.Y. Telephone Company	Telephone and telegraph	53.85
Various	Postmaster of New York	Postage	109.14
Various	Burrelle's Press Clipping Bureau	Press clipping service	188.92
Various	Norman Weissman	Out-of-pocket expenses, cabs, magazines, etc.	46.44
Various	Harold Rosen	Out-of-pocket expenses, cabs, newspapers, magazines, etc.	85.58
Various	Ruder, Finn & Fujita	Printing and art charges	561.12
2/13/64	Wide World Photos	Photography and prints	47.74

			\$1,736.00
			=====

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Question 11 (c)
Schedule 6

MAY 14 10 17 AM 1964

REGISTRATION SECTION

GOVERNMENT OF ISRAEL INVESTMENT AUTHORITY
SCHEDULE OF PUBLICATIONS
FOR SIX MONTHS ENDED MARCH 27, 1964

<u>Description of Publication</u>	<u>By whom written, edited or prepared</u>	<u>By whom printed published or produced</u>	<u>By whom distributed</u>
<u>Releases</u>			
Display of Arts and Crafts samples	Ruder & Finn, Inc.	Ruder & Finn, Inc.	Ruder & Finn, Inc.
Dr. Nadelman to visit Israel as Consultant to Paper Industry	"	"	"
First Shipment of Jaffa Oranges Arrive in US	"	"	"
Generations of Tradition go into Israeli Wig Making	"	"	"
New Motion Picture Depicts Israel's Ancient Wine Making Industry	"	"	"
Gristedes Features "Israel Food Festival" in two sub-urban stores	"	"	"
<u>Picture and caption</u>			
Display of Arts and Crafts samples	"	"	"
Two Gristedes stores launch "Israel Food Festivals"	"	"	"

JAPANESE EXTERNAL TRADE ORGANIZATION
SCHEDULE OF PUBLICATIONS
FOR SIX MONTHS ENDED MARCH 27, 1964

<u>Description of Publication</u>	<u>By whom written edited or prepared</u>	<u>By whom printed produced or published</u>	<u>By whom distributed</u>
<u>Releases</u>			
Sasaki Glassware Show at Japan Trade Center (2)	Ruder & Finn, Inc.	Ruder & Finn, Inc.	Ruder & Finn, Inc.
10th Annual New York Japan Camera Show	"	"	"
Dental Instruments Show at Japan Trade Center	"	"	"
Japan Pavilion at World's Fair	"	"	"
Damask Tablecloths Add New Dimensions to Entertaining (3)	"	"	"
Osaka International Trade Fair Tours to Japan April 2-15, 1964	"	"	"
4th Annual Japan Housewares and Gift Show to be held February 24- March 6 (2)	"	"	"
<u>Pictures and captions</u>			
Dental Instruments Show at Japan Trade Center (2)	"	"	"
Damask Tablecloths Add New Dimensions to Entertaining	"	"	"
Japan Pavilion at World's Fair	"	"	"
<u>Form Letters</u>			
Invitation to Business Seminar Tour to Japan	"	"	"
<u>Circulars</u>			
Japan Trade Center Newsletter Vol. III, No. 3	"	"	"

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MAY 14 10 17 AM 1964

GOVERNMENT OF ISRAEL INVESTMENT AUTHORITY

REC-850 THIRD AVENUE . NEW YORK 22, N. Y. . PLAZA 2-5600

SUITE 604
NATIONAL OFFICE

CABLE ADDRESS:
MEMINVEST, NEW YORK

April 30, 1964
4/370/64

Mr. Paul B. Zucker
Ruder & Finn Incorporated
130 East 59th Street
New York, N.Y.

REGISTRATION No. 1481-

Dear Mr. Zucker,

Further to our recent telephone conversation, I wish to confirm that the services performed by your organization on behalf of the Office of the Trade Commissioner, which will be channeled through my office, will continue to be included within our monthly retainer.

Should the Trade Commissioner desire to use your services for special projects, which will not be channeled through my office, such services will be negotiated directly between your office and the Trade Commissioner, and will be billed directly to the Trade Commissioner's Office.

Sincerely yours,

William J. ...

cc: Mr. A. Tailer
Mr. M. Leron

bcc: Norm Weissman/Hal Rosen

March 9, 1964

Mr. A. R. Taiber
Government of Israel Investment Authority
850 Third Avenue
New York, New York 10022

Dear Rami:

This will confirm our oral agreement to extend Ruder & Finn's public relations counselling services to the Government of Israel Investment Authority through September 30, 1964.

Our fee will be \$2,000 per month plus out-of-pocket expenses and will be billed on the first of each month, payable in ten days, in accordance with past practice.

Operational time employed by us on behalf of GIIA will continue to be recorded on an hourly basis at \$30 per hour. If we have failed to use all available hours at the end of this agreement, you will be reimbursed for the difference. If hours consumed exceed the total budget or if unanticipated new projects appear to make additional expenditures of time necessary, we will advise you and together determine whether emphasis should be changed or whether additional budget should be allocated. This in no way commits you to additional expenditures, but I would like to leave the subject open for discussion should it become necessary.

It is further understood that after March 31 time devoted by us to the Israel Trade Commission will no longer be chargeable to this budget and that, should the Trade Commission desire to use our services on special projects, they will be negotiated directly between the Trade Commission and ourselves.

I think this covers our arrangement fully, but I would appreciate receiving a note from you confirming your understanding of the arrangements.

Best,

Paul B. Zucker

PBZ/hck

cc:

William Ruder
R&F Accounting

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DEPARTMENT OF JUSTICE

REGISTRATION No. 1481

MAY 14 10 17 AM 1964

C O N T R A C T

REGISTRATION SECTION
The Japan Trade Center, New York, and Ruder & Finn, Incorporated, hereby conclude the following contract to facilitate and promote Japan's export trade with the United States.

ARTICLE 1

Ruder & Finn shall constantly make proposals, give advice and consult with the Japan Trade Center, New York, concerning public relations in order to achieve the aforementioned purposes.

ARTICLE 2

Ruder & Finn shall provide the Japan Trade Center, New York, with necessary information and data concerning public relations.

ARTICLE 3

Ruder & Finn shall complete and write proper news stories for the Japan Trade Center, New York, and, subject to the latter's approval, shall issue or release them to the proper and influential media.

ARTICLE 4

Ruder & Finn shall carry out the following activities when requested by the Japan Trade Center, New York:

1. Planning, writing, editing, publishing and distribution of trade bulletins and other booklets.
2. Arrangements for having interviews and talks with traders concerned, the press and other influential persons, and conferences, gatherings and events of various kinds.
3. The insertion of advertisements in newspapers, magazines and other publications and publicity by means of radio and TV and other media.
4. Other activities approved as proper, jointly agreed upon by the Japan Trade Center and Ruder & Finn.

ARTICLE 5

Ruder & Finn shall establish a so-called "Japan Desk" in their offices to handle the aforementioned public relations activities and assign an account executive and two staff members. The account executive shall direct public relations matters which Ruder & Finn shall handle for the Japan Trade Center. At the same time he shall have the privilege to make full use of the entire organization of Ruder & Finn. The two staff members shall be in charge of publicity and other public relations

business, which Ruder & Finn shall handle for the Japan Trade Center, as well as all necessary public relations survey work.

Ruder & Finn shall obtain approval of the Japan Trade Center in selecting the account executive and the two other staff members.

ARTICLE 6

The Japan Trade Center shall pay \$4,000.00 monthly in local currency to Ruder & Finn as fee for the above services. In case the Japan Trade Center requests Ruder & Finn to carry out public relations activities as stipulated in ARTICLES 3 and 4, the former shall pay the expenses to the latter within the required estimate obtained in advance from him. The expenses, however, shall cover the actual amount spent and shall not include an extra "commission" or fee to Ruder & Finn.

ARTICLE 7

Ruder & Finn shall bill the Japan Trade Center, New York, monthly for the fee and the expenses referred to in ARTICLE 6. Payment to Ruder & Finn shall be made within 15 days of invoice.

ARTICLE 8

Ruder & Finn must submit a report on every month's activities and "Japan-U.S. Trade Climate in the U.S." by the 15th of the following month. Ruder & Finn must submit a so-called "Review Quarterly" summarizing their activities over every three month period once in every three months.

ARTICLE 9

The contract shall be valid from April 1, 1964 until March 31, 1965. However, the Japan Trade Center, New York, shall negotiate with Ruder & Finn on its renewal before January 31, 1965. In case either the Japan Trade Center, New York or Ruder & Finn intends to cancel the contract, a written notice must be given to the other party 30 days in advance. In the event of cancellation Ruder & Finn must complete the activities already requested or approved by the Japan Trade Center, New York, and then shall demand the expenses required for them.

ARTICLE 10

The Japan Trade Center, New York however, shall be able to cancel the contract with only a three-week notice in advance if the Japan Trade Center, New York, recognizes that Ruder & Finn turns over to a third party, inherits or entrusts him or permits him to undertake the rights and obligations arising from the contract without approval of the Japan Trade Center, New York.

ARTICLE 11

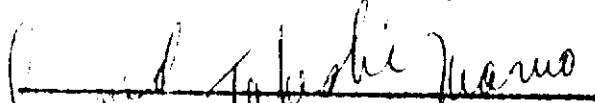
If the contract is cancelled under the above ARTICLE, Ruder & Finn shall be in no position to demand compensation in any form from the Japan Trade Center, New York. However, as to the activities already requested or approved by the Japan Trade Center, New York, the Japan Trade Center, New York shall pay expenses for what has been done as regards those projects which can be stopped and for the completion for those projects or activities which cannot be stopped.

ARTICLE 12

If there should arise any doubts about the stipulations of the contract or items which are not stipulated in the contract, consultations will be held between the Japan Trade Center, New York and Ruder & Finn and they shall be settled in good faith. As evidence of the conclusion of the contract, two copies of the text shall be made and each will be kept by both parties.


ACCEPTED AND AGREED

FOR THE JAPAN TRADE CENTER, NEW YORK



3/18/64
DATE

FOR RUDER & FINN, INC.



3/18/64
DATE